

The logo for Ambient Devices, featuring the word "ambient" in a white, lowercase, sans-serif font centered within a solid orange rectangular background.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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AMBIENT AND E INK JOIN FORCES ON WEATHER DEVICE

Cambridge, MA January 5th, 2005 – Two innovative MIT offshoots have joined forces to make a simple household device that reliably forecasts the local weather. Ambient Devices and E Ink today announced the Weather Wizard, which uses electronic paper to continuously display 5-day weather forecasts, broadcast in real time over Ambient’s nationwide wireless network.

The Weather Wizard is the size of a postcard and can easily stand on a dresser or hang on a refrigerator door. The customer simply enters a zip code and the product then shows the latest local weather forecast at all times. By combining Ambient’s energy-efficient wireless technology with E Ink’s low-power display technology, the Weather Wizard can operate continuously for two years on just two AAA batteries, so it is always accurate and does not require any cords or cables.

“As consumer products have become increasingly complex, the Weather Wizard signals a shift to simplicity,” says David Rose, Ambient’s president, “The E Ink displays are perfect for any low-power application and moreover they are beautiful. The contrast is like paper from any viewing angle and the image is crisp and clear.”

Russ Wilcox, E Ink president said “We are delighted to support Ambient because their network coverage is ubiquitous, and they continuously broadcast weather, stock, traffic, and other real-time information that people care about. With a reliable wireless technology that runs on a small battery, they can add intelligence to common objects in a magical way.”

Ambient's nationwide wireless network and low-cost chipset technology provides the leading solution for embedding online information in weather stations, clock radios, car dashboards – and now pieces of paper. Compared to Microsoft's MSN Direct technology, Ambient's network coverage is broader, at a lower cost and 120 times longer battery life.

E Ink segmented display cell for the Weather Wizard is based on its novel electronic ink technology that uses 99% less energy than a liquid crystal display of the same size. Electronic ink works by using electricity to rearrange black and white particles similar to bits of ink and paper and it achieves the same clarity as printed text. The cell is made of flexible plastic, so it is paper-thin and lightweight.

About Ambient

Ambient's mission is to make online information as easy to check as the time. Ambient is the pioneer and leader in delivering useful and timely online information through glanceable devices supported by its low-cost wireless bit-trickling applications. Founded in 2001 out of MIT's Media Lab and headquartered in Cambridge, Massachusetts, Ambient Devices has already achieved profitability, having sold over x,000 units. In 2003, the company launched the best-selling Ambient Orb, named in the NY Times Magazines "Year in Ideas." Ambient's vision is to embed information in everyday objects, making the physical environment an interface to digital information. Colors glow to indicate energy pricing, analog meters reflect the movement of the stock market, post-it-notes show you commute congestion, and on rainy days your umbrella lights up so you know to take it with you. The Ambient Information Network powers embedded wireless applications for companies in consumer electronics, transportation, energy, health and wellness, and whitegoods. For more information about Ambient, visit www.ambientdevices.com. To purchase products call (617) 758-4126 or (866) 311-1999 (toll free).

About E Ink

E Ink Corporation is the leading developer of electronic paper display (EPD) technologies. The company's display technology is currently sold in Japan as a component in the LIBRIè electronic book by SONY Corporation. Future technology developments will enable many new applications through ultra-thin, lightweight, rugged, flexible, full color displays. E Ink is a private corporation that includes among its investors Toppan Printing Company, Royal Philips Electronics, Intel Capital, The Hearst Corporation, Air Products and Chemicals, Inc., Universal-Vivendi, Gannett Co., Inc., and Motorola, Inc. E Ink has made recent announcements with Lexar, iRex Technologies, Plastic Logic, LG.Philips and others.

E Ink news can be found at: <http://www.eink.com/news>

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